

REMARKS

Claims 1-24 are pending in the application. Claims 1, 15 and 22 have been amended and claims 23 and 24 have been added by the foregoing amendment.

In the Office Action of November 26, 2003, claims 1-3, 8, 10-13, 15, 16 and 20-22 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,609,106 ("Robertson"). Claims 7, 9, 14 and 17-19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Robertson. Claims 4-6 were rejected under 35 U.S.C. §103(a) as being unpatentable over Robertson as applied to claim 1 and further in view of U.S. Patent No. 6,601,057 ("Underwood"). Applicant respectfully traverses these rejections for the following reasons.

Applicant's invention is directed to a system and method for facilitating electronic commerce utilizing, *inter alia*, a custom catalog and unique product identification (PID) for each item in the catalog.

In amended independent claim 1, for example, Applicant's system for electronic commerce comprises a server connected to a network and (the server) having a processor and storage. The storage includes a custom catalog listing products using a unique product identification (PID) generated by the processor for each of the products. The PID has recipient information encoded therewith

A product identification (PID) is generated and assigned for each item selected by the recipient for listing in the catalog. The PID uniquely identifies both the recipient and the selected item. A unique PID is generated for each of the items (Specification ¶ 0021).

In rejecting claim 1, the Office Action relies on Robertson (Fig. 2 and col. 9, line 55 to col. 10, line 35) for describing a PID as recited in claim 1 (as well as independent claims

15 and 22) of Applicant's invention. In Robertson, a "unique identifier" is assigned by the Registrar to a user. The unique identifier enables the user to add items of interest to their "wish" list (col. 9, lines 61-63). This unique ID is given to a service provider by the Registrar and is stored with the user's items of interest (col. 10, lines 14-16). The unique identifier is used to "tag" items of interest at participating SP (service provider) sites (Fig. 2).

Robertson associates a list of items with a user. Robertson, however, fails to disclose generating and assigning a unique product identification for each item listed in a catalog. Robertson, therefore, fails to teach Applicant's invention as claimed. At least for these reasons, it is respectfully submitted that claims 1, 15 and 22 are allowable over the teachings of Robertson.

Similarly, claims 2, 3, 8, 10-13, 16, 20 and 21, all of which depend on one of claims 1, 15 and 22 and cite additional advantageous features thereof, are allowable over the teachings of Robertson.

Claims 7, 9, 14 and 17-19 are also allowable over Robertson for the reasons cited above.

In rejecting claims 4-6, Underwood et al. is being relied upon for overcoming the deficiencies of Robertson. Claim 4 recites the server further comprising means for selecting a catalog template; a means for selecting products for inclusion into the catalog; and a means for merging personal content into the catalog. As described, personal content may include recipient's pictures, description of the recipient's wedding plans, photographs, descriptive text and the like (Specification, ¶ 0020). The teachings of Robertson and Underwood, taken alone or in combination, fail to teach or suggest means for merging personal content into the catalog.



Accordingly, claim 4 is allowable over the teachings of Robertson combined with Underwood. Claims 5 and 6, both of which depend on claim 4, are allowable for reasons cited.

New claims 23 and 24, depending on claims 15 and 18 respectively, are also allowable. Claim 23 recites the inclusion of items in the catalog selected by non-recipients. These may include manufacturer of selected items for example (Specification, ¶ 0024). Claim 24 recites the step of reallocating purchase price credits prior to delivery of the first purchased product (¶ 0034).

All of the rejections having been overcome, it is respectfully submitted that this application is in condition for allowance and a notice to that effect is earnestly solicited. Should the Examiner have any questions with respect to expediting the prosecution of this application, he is urged to contact the undersigned at the number listed below.

Respectfully submitted,

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